

WORLD ENVIRONMENT CENTER

# NEWSLETTER

AUGUST 2021



Pictured: Mark Erickson photographed by Glenn Prickett

## Message from WEC President & CEO

Glenn Prickett

In late July, as wildfires and drought raged across the western United States, I paid a visit to my family's farm in western Minnesota. The land has been in our family for 150 years – ever since my great-grandparents emigrated from Norway in the late 1800s and settled on a tall grass prairie that decades earlier had been taken from the indigenous Dakota people.

As we neared the farm, smoke from wildfires in the northern boundary waters formed a milky haze on the horizon. "Welcome to Boss Ridge Farm," said Mark Erickson, who farms our land and neighboring properties. "Boss" refers to *Bos taurus*, the beef cattle that he raises, and "ridge" to the Continental Divide that drains one side of our land to the Mississippi River and Gulf of Mexico and the other to the Red River and Hudson's Bay.

[Read in Full](#)

# WEC NEWS



Introducing:

## WEC Next Tier Program

[wec.org/membership](http://wec.org/membership) #WECNextTier

### Introducing: WEC Next Tier Program

Over the last 12 months, WEC has put together a program for ambitious companies that have been underserved in the sustainability market so far.

This program is for large companies whose brands have not been in the focus of consumer criticism, NGO campaigns, and investor divestments yet. However, these brands face growing B-2-B customer expectations to reduce their environmental footprint and improve social performance as global brands increase their sales of sustainably manufactured products, governments enforce the regulation, and investors use sustainability criteria to select whom they will fund in the future.

The Next Tier program will offer an online networking tool, toolbox, roundtables and a mentorship program – with an opportunity for our Global Members to serve as mentors.

WEC will launch the Next Tier program with a launch event on September 29, 2021. Invitations to follow in the coming weeks.

# WEC EVENTS



**Second in a Series of Executive Roundtables – “Walking the Talk: Accelerating the transition to a sustainable food system and regenerative agriculture per the EU Farm-to-Fork Strategy”**

This WEC Executive Roundtable series, created a space for bottom-up conversations on what the European Food & Agriculture sector explicitly needs to thrive. The aim of this 2nd event was for participants to collaborate and debate problem statements that could help inform businesses’ broader approach and scale initiatives.

Collective action is necessary to transition towards a truly abundant, regenerative, and equitable farming system that complies with the Paris Agreement, UN Sustainable Development Goals, and the goals that Europe has set for itself in the Green Deal by 2030. Several top-down global initiatives are coming together, such as the UN Food systems summit and Regenerative Acceleration and Change Engine (RACE) for Nature Positive Farming.

**Read the Event Summary [here](#).**



**First Executive Roundtable of a Series in Collaboration with Microsoft – “Climate Action for a Green Recovery”**

On the occasion of awarding the Gold Medal 2021 to Microsoft, the World Environment Center convened an Executive Roundtable to learn from thought leaders and practitioners in key action areas about how an economic and social recovery after the COVID-19 pandemic can draw from solutions for a greener business – especially the urgent challenge to decarbonize our economies. This

Roundtable was a dialogue designed to share goals, strategies and practical solutions to scale global decarbonization efforts in ways that deliver economic opportunity and social justice for all communities in the wake of a devastating global pandemic.

The Roundtable was held virtually, with 28 senior executives from WEC member companies and other international corporations, as well as senior officials from academia and think tanks.

**Read the summary [here](#).**

# UPCOMING EVENTS

10:00 AM - 1:00 PM ET, Sept 8-9, 2021 |  
Virtual Event

**EXEC RT: “Decarbonizing Value  
Chains: The Built Environment”**

Open to invited guests

11:00 AM - 12:00 PM ET, Sept 29, 2021 |  
Virtual Event

**LAUNCH:  
WEC Next Tier Program**

Open to invited guests

# IN THE PIPELINE

Gold Medal Executive Roundtable Series

**Climate Action for a Green  
Recovery**

Sponsored by Microsoft

Executive Roundtable Series

**Decarbonizing Value Chains**

Sponsored by Trane Technologies  
and Chemours

Ongoing | Research Report

**Nature Positive Business**

Funded by UNEP

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